

# ORDER



**Orders**

Order / Rev:	107386
Alt Order #:	06860593
Product Desc:	ROMNEY FOR PRESIDENT
Estimate:	444
Flight Dates:	10/03/12 - 10/09/12
Original Date / Rev:	10/02/12 / 10/03/12
Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

**Agency**

Name:	American Rambler Productions
Buying Contact:	
Billing Contact:	
	138 Conant St.
	Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	Romney for President <i>Revised</i>
Demographic:	A35+
Product Codes:	PLC02-Republican
Priority:	SELECT PRIORITY CODE
Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	90	\$92,775.00	\$78,858.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	90	\$92,775.00	\$78,858.75	0.00
<b>Totals</b>	<b>90</b>	<b>\$92,775.00</b>	<b>\$78,858.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$92,775.00
Market	100%	\$331,339.29

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$82,834.82
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$92,775.00
KTUD	0%	\$0.00
KVVU	14%	\$46,387.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,566.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/Wagners	6-7a		MT-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/08/12	10/14/12	MT-----	2	\$700.00	0.00										

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$700.00 0.00															
E 2	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/WagM	6-7a		--W-F--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --W-F-- 2 \$700.00 0.00															
E 3	KSNV	10/03/12	10/05/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
Today Show															
PLS AIR 1/DAY TODAY SHOW - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 3 \$900.00 0.00															
E 4	KSNV	10/08/12	10/09/12	Today Show	CM	658a-9am	MT-----	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
Today Show															
PLS AIR 1/DAY TODAY SHOW - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$900.00 0.00															
E 5	KSNV	10/08/12	10/09/12	M-F Today Show II 3rd 8AM	9-10a		MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
M-F Today Show II															
PLS AIR 1/DAY TODAY SHOW 2 - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$425.00 0.00															
E 6	KSNV	10/08/12	10/09/12	M-F Today Show III 4th 8AM	10am-11am		MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
Today 4th Hour															
PLS AIR 1/DAY TODAY SHOW 3 - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$325.00 0.00															
E 7	KSNV	10/03/12	10/05/12	M-F Today Show III 4th 8AM	10am-11am		--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
Today 4th Hour															
PLS AIR 1/DAY TODAY SHOW 3 - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 3 \$325.00 0.00															
E 8	KSNV	10/08/12	10/09/12	Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
Rachael Ray															
PLS AIR 1/DAY RACHEL RAY - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$325.00 0.00															
E 9	KSNV	10/03/12	10/05/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
Rachael Ray															
PLS AIR 1/DAY RACHEL RAY - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 3 \$325.00 0.00															
E 10	KSNV	10/08/12	10/09/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
Noon News															
PLS AIR 1/DAY. NOON NEWS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$425.00 0.00															
E 11	KSNV	10/03/12	10/05/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
Noon News															
PLS AIR 1/DAY. NOON NEWS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 3 \$425.00 0.00															
E 12	KSNV	10/03/12	10/05/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
Days of our Lives															
PLS AIR 1/DAY. DAYS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 3 \$425.00 0.00															
E 13	KSNV	10/08/12	10/09/12		CM	1258p-2pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00

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KSNV

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Advertiser: Romney for President  
Product Desc: ROMNEY FOR PRESIDENT  
Estimate: 444

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 24	KSNV	10/08/12	10/09/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,300.001	0.00	NM	2	\$2,600.00
<b>PLS AIR 1/DAY WHEEL - 1/DAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 - 10/14/12 MT----- 2 \$1,300.00 0.00														
E 25	KSNV	10/03/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--TF--	:30	2	\$1,300.001	0.00	NM	2	\$2,600.00
<b>PLS AIR 1/DAY WHEEL - 1/DAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 --TF-- 2 \$1,300.00 0.00														
E 26	KSNV	10/08/12	10/09/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	2	\$1,200.001	0.00	NM	2	\$2,400.00
<b>PLS AIR 1/DAY NEWS - 1/DAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 - 10/14/12 MT----- 2 \$1,200.00 0.00														
E 27	KSNV	10/03/12	10/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$1,200.001	0.00	NM	3	\$3,600.00
<b>PLS AIR 1/DAY NEWS - 1/DAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 --WTF-- 3 \$1,200.00 0.00														
E 28	KSNV	10/03/12	10/05/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$500.001	0.00	NM	3	\$1,500.00
<b>PLS AIR 1/DAY. TONIGHT SHOW - 1/DAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 --WTF-- 3 \$500.00 0.00														
E 29	KSNV	10/08/12	10/09/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$500.001	0.00	NM	2	\$1,000.00
<b>PLS AIR 1/DAY. TONIGHT SHOW - 1/DAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12 - 10/14/12 MT----- 2 \$500.00 0.00														
E 30	KSNV	10/04/12	10/04/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	--T---	:30	1	\$3,200.001	0.00	NM	1	\$3,200.00
<b>OFFIC/PARKS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 ---T--- 1 \$3,200.00 0.00														
E 31	KSNV	10/05/12	10/05/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.001	0.00	NM	1	\$2,600.00
<b>GRIMM</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 ----F-- 1 \$2,600.00 0.00														
E 32	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.001	0.00	NM	1	\$3,200.00
<b>DATELINE</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 ----F-- 1 \$3,200.00 0.00														
E 33	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.001	0.00	NM	2	\$1,250.00
<b>SAT TODAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 -----S- 2 \$625.00 0.00														
E 34	KSNV	10/06/12	10/06/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM	1	\$1,100.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 -----S- 1 \$1,100.00 0.00														
E 35	KSNV	10/06/12	10/06/12	Nevada Newsmakers - Ch.3 Nevada Newsmakers - Ch.3	CM	5:00- 6:00am (5:00 AM-5:30 AM)	-----S-	:30	1	\$825.003	0.00	NM	1	\$825.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 10/01/12 - 10/07/12 -----S- 1 \$825.00 0.00														
E 36	KSNV	10/06/12	10/06/12		CM	5:00- 6:00am	-----S-	:30	1	\$825.003	0.00	NM	1	\$825.00

Order / Rev: 107386 Advertiser: Romney for President  
 Alt Order #: 06860593 Product Desc: ROMNEY FOR PRESIDENT KSNV  
 Flight Dates: 10/03/12 - 10/09/12 Estimate: 444

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>Nevada Newsmakers - Cf</b>															
Nevada Newsmakers - Ch.3 (5:30 AM-6:00 AM)															
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	-----S-			1	\$825.00		0.00						
E 37	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	-----S			1	\$350.00		0.00						
E 38	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	-----S			1	\$625.00		0.00						
E 39	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
<b>FOOTBALL IN AMERICA</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	-----S			1	\$2,400.00		0.00						
E 40	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$10,000.00	1	0.00	NM	2	\$20,000.00
<b>PLS GIVE MAX SEP. NFL - PLS GIVE MAX SEP</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	-----S			2	\$10,000.00		0.00						
E 41	KSNV	10/07/12	10/07/12	Jeopardy In PRIME	CM	M-SA 8-11p / SUN-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00	
<b>JEOP</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	-----S			1	\$1,200.00		0.00						
E 42	KSNV	10/07/12	10/07/12	LAW & ORDER (synd) PRIME	CM	M-SA 8-11p / SUN-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00	
<b>L&amp;O</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	-----S			1	\$1,200.00		0.00						
E 43	KSNV	10/07/12	10/07/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	-----S			2	\$1,100.00		0.00						
N 44	KSNV	10/03/12	10/03/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$750.00	
<b>PLS AIR 1/DAY JEOP - 1/DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	--W----			1	\$1,000.00		0.00						
Spot	Ch	Date Range	Description			Start/End Time			Weekdays	Length	Rate	Rtg	Type		
1	KSNV	10/01/12-10/07/12	Jeopardy in PRIME			M-SA 8-11p / SUN			--W-----	:30	\$750.00	0.00	NM		
N 45	KSNV	10/03/12	10/03/12	Wheel of Fortune in PRIM	CM	M-SA 8-11p / SUN--W----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00	
<b>PLS AIR 1/DAY WHEEL - 1/DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/01/12	10/07/12	--W----			1	\$1,300.00		0.00						

Totals 90 \$92,775.00